

Amendments to the Claims:

Claim 1 (Currently amended) A ~~hanging~~ store display, comprising:

a base sheet having a) a first ~~plurality set~~ of at least one projection tabs along a first side of said base sheet and b) a second ~~plurality set~~ of at least one projection tabs along a second side of said base sheet;

a first frame member having a base-connection channel connectable with said first ~~plurality set~~ of projection tabs;

a second frame member having a base-connection channel connectable with said second ~~plurality set~~ of projection tabs; and

information media including indicia and/or graphics ~~upon said base sheet~~.

Claim 2 (Currently amended) The ~~hanging~~ store display of claim 1, wherein said base-connection channels of said first and second frame members include tangs that fit over the respective tabs.

Claim 3 (Currently amended) The ~~hanging~~ store display of claim 1, wherein said first frame member is mounted generally horizontally over an upper end of the base sheet and said second frame member is mounted generally horizontally under a lower end of the base sheet.

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Claim 4 (Currently amended) The hanging store display of claim 3, wherein said first and second frame members include media-support channels and said information media includes a 25 display sheet supported within said media-support channels.

Claim 5 (Currently amended) The hanging store display of claim 4, wherein at least one of said first and second frame members includes means for hanging said display from a wall or ceiling.

Claim 6 (Currently amended) The hanging store display of claim 5, wherein said frame members are formed from extruded plastic.

Claim 7 (Currently amended) The hanging store display of claim 6, wherein said base sheet is formed from a stock of sheet material that is cut along one or more side to form the base sheet.

Claim 8 (Currently amended) The hanging store display of claim 3, wherein said base sheet is formed from plastic.

Claim 9 (Currently amended) The hanging store display of claim 8, wherein said

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information media includes indicia and/or graphics formed directly on or in said base sheet.

Claim 10 (Currently amended) The hanging store display of claim 3, wherein said base sheet is formed from a natural and/or synthetic paper.

Claim 11 (Currently amended) The hanging store display of claim 10, wherein said information media includes indicia and/or graphics formed directly on or in said base sheet.

Claim 12 (Currently amended) The hanging store display of claim 1, wherein at least one of said first and second frame members includes a second base-connection channel for attachment to a second base sheet.

Claim 13 (Currently amended) The hanging store display of claim 12, wherein said base-connection channel is formed at an angle of less than 180 degrees from said second base- connection channel.

Claim 14 (Currently amended) The hanging store display of claim 12, wherein said

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at least one of said frame members includes a substantially flexible hinge section.

Claim 15 (Currently amended) The hanging store display of claim 14, wherein said substantially flexible hinge section is co-extruded as an integral section of said at least one of said frame members.

Claim 16 (Original) A method of displaying information to customers in a commercial establishment with the display of claim 1, comprising:
providing the information media with information related to products or services sold at the commercial establishment; and
hanging the display from a wall or ceiling proximate the view of customers in the commercial establishment.

Claim 17 (Original) The method of claim 16, further including modifying the information displayed by replacing the base sheet with a base sheet having a different size or characteristic.

Claim 18 (Original) The method of claim 16, further including modifying the information displayed by replacing at least one of the frame members to support

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different or additional display elements or information media.

Claim 19 (Original) A method of making the display of claim 1, comprising:
extruding the first frame member via an extrusion die;
extruding the second frame member via an extrusion die; and
forming the base sheet and punching said tabs into said base sheet.

Claim 20 (Original) The method of claim 19, further including forming said base sheet from a plastic material.

Claim 21 (Original) The method of claim 20, further including cutting the base sheet into a generally rectangular sheet and then punching said tabs into said base sheet.

Claim 22 (Original) The method of claim 19, further including forming said base sheet from a paper or cardboard material.

Claim 23 (Currently amended) A ~~hanging~~ store display system, comprising:
a) a base sheet having i) a first ~~plurality~~ set of at least one projection

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tabs along a first side of said base sheet and ii) a second ~~plurality~~ set of at least one projection tabs along a second side of said base sheet;

b) a first frame member mounted generally horizontally over an upper end of the base sheet and having:

means for connecting with said first ~~plurality~~ set of projection tabs;

~~means for hanging said hanging store display from a ceiling or wall;~~

~~means for supporting information media having at least one sheet extending over said base sheet;~~

c) said first frame member being made from an integral piece; ~~of extruded plastic;~~

d) a second frame member mounted generally ~~horizontally under a lower end~~ along another end of the base sheet and having:

means for connecting with said second ~~plurality~~ set of projection tabs;

~~means for supporting information media having at least one sheet extending over said base sheet;~~

e) said second frame member being made from an integral piece; ~~of extruded plastic;~~ and

f) information media including information related to products or services offered for sale at the store.